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GOLDWYN presents

TOM MOORE in "Beating the Game"

By CHARLES KENYON Directed and Supervised by VICTOR SCHERTZINGER Produced by GOLDWYN Studios

BIG IDEA ABLY PRESENTED IN NEW PICTURE

"Beating the Game," by Charles Kenyon, a Story of Virtue That Brings Its Own Reward

"The evil that men do lives after them," said the wily Mark Antony in addressing the Roman mob after the assassination of Julius Caesar. But the catch phrase is not only false psychology, but also untrue to the common experience of us all. In other words, man can live down his past, and make of his future an inspiration for those who come after him. This is the theme that Charles Kenyon has made into a dramatic story, which Goldwyn has filmed under the title of "Beating the Game." It will be shown at the Theatre, for days, beginning

The people through whom the author tells his dramatic story are a thief, his pal, a U. S. Senator interested in criminology, and a country girl, who is the final agent in a series of strange forces that command an about face in the ideals of the thief.

Tom Moore, the well known Goldwyn star, plays the role of "Fancy" Charlie, the thief, who enters the room of the Senator with the purpose of robbing him. Discovered, he is treated courteously, much to his surprise, and given \$5,000 to go to the Senator's home town and lead an honest life. Under the impression that the Senator is a "master" mind in the underworld, the thief actually tries the experiment and discovers that it is much easier to make a success as an honest man than as a crook.

Many obstacles are placed in the path of this scrupulously honest man who, now that he has developed a passion for honest dealing, is more rigid in his principles than the townsmen. How he discovers the Senator's experiment and wins the girl of his choice, make a fitting climax to a powerful story ably directed by Victor Schertzinger and excellently acted.



JOHN PAUL JONES MOORE'S IDOL

By TOM MOORE
Star of "Beating the Game"
at the Theatre

As far back as I can remember, when I was still a school boy, John Paul Jones, the naval hero of the Revolution, stands out as my idol. I was born, to be sure, in County Meath, Ireland, but I was brought to this country at so early an age that whatever allegiance and loyalty I had, went to the United States. Out of the dullness of history, the figure of John Paul Jones rose as my hero. I dreamed away hours over his exploits on the high seas. I fought with him his battle with "Le Bonhomme Richard," and gloried in the victories when the "Drake" and the "Serapis" flew the white flag of surrender.

That Jones, before the declaration of war made him a patriot, was a buccaneer, never weakened my hero-worship. That he respected the American flag and American rights was enough. I added mental cheers every time I read of his boarding decks and carrying off loot and riches.

And now, perhaps after all, the "movies" will bring me as close to pirating as would any profession I might have chosen. I have been a fireman, a policeman, a mayor several times, a gentleman thief, a lord—why not a pirate?

FAMOUS AUTHOR ADMITS COMMON ANCESTORS

Charles Kenyon, Author of "Beating the Game," Writes His Autobiography

It is the custom at the Goldwyn studios to ask all players, authors, scenario writers and other members of the producing staffs to write a short autobiography. Charles Kenyon, the author of Goldwyn's new Tom Moore photoplay, "Beating the Game," which will be shown at the Theatre, for days, beginning

....., smiled when shown the printed sheet upon which he was asked to write a few autobiographical notes.

From his own pen, it must be inferred that Mr. Kenyon is not quite one year old for, on the line marked "Born," he wrote: San Francisco, Nov. 2, 1920. He describes his eyes as "limpid," and his hair as "raven." It is evident that he was brought up in the "movies," when they were at their moviest.

But when he was asked whether he had any famous relatives, Mr. Kenyon didn't hesitate a moment. With a grand flourish, he wrote: "Adam and Eve."

The author of "Beating the Game" seriously admitted having attended Leland Stanford University and the University of California. Moreover, he wasn't at all reluctant about his stage career. He once appeared as "Spartacus," in "Spartacus the Gladiator." Among his boasts is that he once drank with Bryan.

As for pastimes, Mr. Kenyon smilingly says: "Teasing," and the ambition of his life is to be taken seriously. Furthermore, as an indication of the sort of man he is, Mr. Kenyon remarked that he has a Rolls-Royce for the family, and a Ford for personal use.

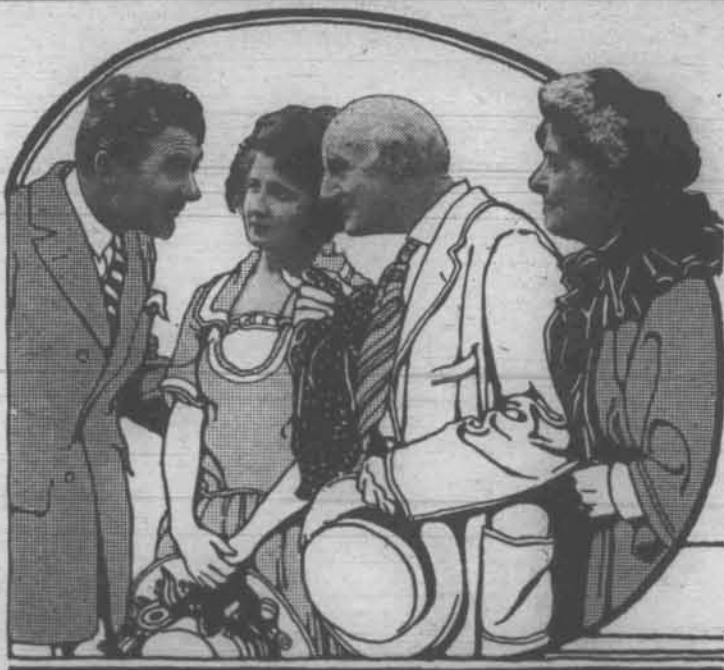
Mr. Kenyon has written many successful stage plays. Among them are "Kindling," "Husband and Wife," "The Claim," and "The Operator."

Mats furnished free at your nearest Goldwyn Exchange. Electrore supplied at a moderate cost.

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TOM MOORE in "Beating the Game"



TOM MOORE in "BEATING the GAME"
A GOLDWYN Picture

COMEDIES OF AMERICAN LIFE MOST POPULAR

Homely Virtues of the Main Streets of America Now Featured in Photoplays by Goldwyn

The old search for the type of photoplay that will answer the question of "What the people want," has been answered by Goldwyn, who holds that the people throughout the United States are more interested in portrayals of the daily life that goes on along the Main streets of America than in gorgeous spectacles or romantic costume dramas.

Every age has its own peculiar likes and dislikes in dramatic entertainment. Today, we are turning from the false romanticism and sentimentalism of a previous generation and are discovering that the comedy or the drama of daily living is truer and more interesting than any other subject for photoplay productions.

The homely virtues that are the bulwark of the nation are shown to have intense dramatic value in such a story as Charles Kenyon's "Beating the Game," a Goldwyn picture, starring Tom Moore, which will be shown at the Theatre, for days, beginning In this story, the hero leaves a life of crime in a big city to walk the street called straight in a small town. His meeting with a fine, courageous girl, the fact that he is accepted at face value by the townsfolk, and the realization that he always wanted to be helpful to some community, makes it impossible for him to go back to his old life.

These conditions are the good forces in the photoplay, "Beating the Game," and their wide appeal is due to the fact that they are everywhere recognized as the homely every-day virtues in our towns and villages. Main street is, indeed, America; and though it has its evils, it survives through the preponderance of those virtues by which nations grow.

Even the sun must powder his face in the movies!

Old Sol has his beauty secrets, like all prominent screen actors, and he depends upon his powder puff in some scenes with the same meticulousness as the star herself. This is the case when the cameraman wants to photograph the sun's rays, as in the woodland picnic scenes in "Beating the Game," a Tom Moore comedy, coming to the Theatre, for days, commencing A Goldwyn property man was on the job all one day, just to throw handfuls of creamy powder into the sunbeams, so that when they filtered through them, the camera could record the oblique rays across the scene.

ADVANCE NOTICE (No. 1)

Tom Moore will be seen in a comedy-drama by Charles Kenyon, when the Goldwyn production of "Beating the Game" comes to the Theatre, for days, beginning

The author of the story has studied police and crook methods for many years; and from the heart interest stories that have come to his attention, he has written several excellent American plays and photoplays. He is the author of "Kindling," which played all over the United States a few years ago.

In "Beating the Game," Mr. Kenyon tries to show that honesty and knavery are habits that may be cultivated. However, he does not preach. His leading character, formerly a crook by habit, reverses his custom through the suggestion of another and finds that the honest habit brings greater material and spiritual rewards than crookedness.

Victor Schertzinger directed the picture. In the supporting cast are Hazel Daly, wife of Harry Beaumont, a former Goldwyn director, DeWitt C. Jennings, Nick Cogley and Lydia Yeamans Titus.

An Adventure in Honesty

There is a universal interest in the struggle of a thief to reform. He immediately arouses the sympathies of those who know about his case, for the normal man doesn't like to think that another, less fortunate than he, has proved himself unfit to live in peaceful association with his neighbors.

The screen has shown many photoplays of crook themes in which the leading character finds that his evil

ADVANCE NOTICE (No. 2)

How a thief, spurred by the maxim that there is honor among thieves, lays the foundation for a life of honest activity, may be seen in the new Goldwyn photoplay by Charles Kenyon, "Beating the Game," which will be shown at the Theatre, for days, beginning

Tom Moore is the former crook to whom is suggested by what he supposes to be a "master mind" of the underworld, that he "go straight" for a certain period of time. The "master mind" gives him \$5,000 to start the experiment, the thief believing that the other had some subtle scheme to develop thereby. However, the new experience of honest activity becomes an unbreakable habit; and the former crook earns the nick-name of "Honest Tom" in the village he has chosen to live in.

Of course, there is a girl and many temptations to try "Honest Tom's" patience, but he wins his way in the end. When he encounters the "master mind" again, he feels that all his progress has been in vain. But it would not be fair to disclose who the "master mind" was or how he opened a new vista of life to "Honest Tom." Find out at the Theatre just what happened.

trade brings its own reward. But in most of these the drama centred on the adventures in thievery rather than in the struggle to reform.

Charles Kenyon, the author of "Beating the Game," the Goldwyn picture starring Tom Moore, which comes to the Theatre for days, beginning lays the stress of his story on the crook's adventure in honesty.

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TOM MOORE in "Beating the Game"

GANG LEADERS IN MOTION PICTURES

How They Operate Shown by Director Schertzinger in Goldwyn's "Beating the Game"

There are "gang leaders" in the movies, as well as in neighborhoods and secret factions. Every director has certain so-called "extra" people, who are his special "gang leaders," and he puts them to good account during mob scenes, such as the county fair in "Beating the Game," a Tom Moore comedy, coming to the Theatre, for days, commencing

Victor Schertzinger, Goldwyn director, stations his agents in the crowd and tells the different groups of people to follow their lead.

Then he mounts the camera stand, megaphone in hand, and shouts something like the following:

"All right Jack—bring in your people—over to that ice cream stand there. Now Lou, take your girls over to those children—start games—tag—anything—keep moving. Harry, into the picture with your boys—make a race on the hot dogs—hot too rough—this isn't a battle, it's a picnic—you're all home folks out for a good time—make it natural—Now you in the foreground there—bunch up—gossip a bit—How's that new calf? How much did you get for that pig of yours—that's the business—Fine! CUT!"

Cut means that the camera man stops grinding, everybody rests, and the director decides whether or not the scene has to be retaken.

Tom Moore says that his latest Goldwyn comedy, "Beating the Game," should be called "Rushing the Season," because he went around for six weeks in a straw hat, when fashion still dictated winter apparel. "No wonder folks think sometimes that screen actors are extremists," said the Goldwyn star, as he tipped the afore-said straw hat to a passing acquaintance. "I can't be bothered with keeping track of two hats, so I have to appear on the streets in a straw head covering,—just because we're making a summer picture in the winter time! What we artists do suffer for our art!" "Beating the Game" will come to the Theatre, for days, commencing

SHORT REVIEW (No. 1)

Tom Moore is not only Tom of the golden smile in his new Goldwyn picture, "Beating the Game," which is being shown at the Theatre this week, but he is also Tom of the strong arm and Tom of the fraternity of crooks. In this powerful story by the famous American playwright, Charles Kenyon, the dramatic theme is supplied by a ruse perpetrated on a clumsy crook by a United States senator, whose hobby is criminology. Mistaken by the crook (Tom Moore) for a master thief, the former obeys the latter's instruction to "go it straight" for a short time. Believing that this is part of a plan to make a great haul, the thief complies with the request, only to discover that his honesty has won the heart of a wonderful girl and the respect of the community. How the regenerated crook fights to continue his life, even at the risk of disclosing his past, are but a few of the climactic episodes that make "Beating the Game" an interesting, logical and and splendidly acted picture.

Brief Sketches of the Players

Tom Moore, who plays the star role in "Beating the Game," his latest Goldwyn picture, which comes to the Theatre, for days, beginning, has long been acknowledged as one of the leading actors upon the screen. He was born in Ireland, but educated in America. His most recent Goldwyn pictures were "Made in Heaven," "Stop Thief," "Hold Your Horses" and "Officer 666."

Lydia Yeamans Titus, who appears at the Theatre in support of Tom Moore, the Goldwyn star, in "Beating the Game," for days, beginning, is the former English music hall singer who made the song, "Sally In Our Alley" famous the world over. Miss Titus has had many roles in Goldwyn productions.

Dick Rosson, who has the important role of Ben Fanchette in "Beating the Game," the Tom Moore picture produced by Goldwyn, which comes to the Theatre, for days, beginning, has returned to acting after a long period of service as assistant director to his brother, Arthur Rosson, who made the Betty Compson Productions. Mr. Rosson plays the part of a weakling in this new Goldwyn production.

Tom Ricketts, appearing in support of Tom Moore at the Theatre in "Beating the Game," is a character actor of long standing in motion pictures. In his role as Fanchette, he has unusual opportunities to display his skill as a delineator of character. The picture will run for days, beginning

SHORT REVIEW (No. 2)

"Beating the Game," the new Goldwyn picture, starring Tom Moore, which is now running at the Theatre, is the work of Charles Kenyon, the author of several successful stage plays. The picture is an exceptionally good production and has been directed by Victor Schertzinger. In support of Tom Moore, the leading feminine role is played by Hazel Daly who, away from the screen, is the wife of a former Goldwyn director, Harry Beaumont.

The new Tom Moore picture is a fitting vehicle for the star, as it gives him a chance to reveal his ability as an actor of both comedy and drama. The story itself dramatizes the homely truth that an honest life is more satisfying both in a material and in a spiritual way than a career outside the pale of law. An excellent cast in support of Tom Moore includes DeWitt C. Jennings, Dick Rosson, Nick Cogley, Tom Ricketts, Lydia Knott, William Orlamond and Lydia Yeaman Titus.

Lydia Knott, playing in "Beating the Game," the Tom Moore picture, which will run at the Theatre for days, beginning, is the mother of Director Lambert Hillyer, famed for his direction of the William S. Hart pictures.

DeWitt C. Jennings is known for his portrayals of business men, shrewd detectives and politicians. In "Beating the Game," the Goldwyn picture, which comes to the Theatre, for days, beginning, he is seen in the role of a Senator with a scientific interest in reforming a young crook caught in his apartment.

Hazel Daly, who plays the lead in support of Tom Moore in "Beating the Game," the Goldwyn picture which comes to the Theatre for days, beginning, is not only an excellent actress, but also a beautiful woman with many social accomplishments. She is the wife of one of the cinema's foremost young directors, Harry Beaumont, who was for a long time with Goldwyn.

Nick Cogley, who appears at the Theatre, for days, in support of Tom Moore in "Beating the Game," his latest picture for Goldwyn, first gained fame as an impersonator of colored folk. He has played both as mummies and uncles in black make-up. But in "Beating the Game" he has at last succeeded in convincing the casting director that he can play white roles as well as black and appears for the first time in many months as he really is.

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TOM MOORE in "Beating the Game"

TOM MOORE, AMERICAN TYPE PORTRAYER

More than any star on the screen today, Tom Moore, who plays the leading role in the Goldwyn production of Charles Kenyon's comedy-drama, "Beating the Game," which will be shown at the Theatre, for days, beginning has been closely identified with American types. His versatility is such that his characterizations run all the way from the common street cleaner in "Hold Your Horses," to the literary man about town in "Toby's Bow." Between these limits, Tom Moore has played a policeman in "Officer 666," a fireman in "Made in Heaven," a pseudo-thief in "Stop Thief!" and now in "Beating the Game," he is a reformed house breaker, the greater part of whose career is that a politician who earns the nick-name of "Honest Tom." His latest picture has been directed by Victor Schertzinger, and his leading lady is Hazel Daly.

"Beating the Game" is the first picture made by Tom Moore since his marriage to Rene Adoree, who played with him in his previous picture, "Made in Heaven." Miss Adoree was with her star-husband nearly every day during the filming of this Goldwyn comedy, coming to the Theatre, for days, commencing The young couple enjoyed a delightful picnic during the making of the picture. It was in a county fair scene, taken in a beautiful grove of trees near the studio. Mrs. Moore prepared the luncheon for Mr. Moore and herself, and the two sat under a big oak tree and had a regular picnic all their own—for the honeymoon was not yet over at that time, and Mr. Moore says it never will be.

In "Beating the Game," the latest Tom Moore starring vehicle, which comes to the Theatre, for days, beginning from the Goldwyn studios, two complete general stores were constructed and stocked. One showed the country store before the enterprising hero took it in charge and the other showed it after he had had it for six months. Complete lines of canned goods, dry goods, groceries, meats, and other household necessities were used and in the second store all of the latest mechanical devices, coffee grinders, meat slicers, scales, and cash registers were installed.

"BEATING THE GAME"

Cast:

"Fancy Charlie"....Tom Moore
Nellie Brown.....Hazel Daly
G. B. Lawson.....
.....DeWitt C. Jennings
Ben Fanchette....Dick Rosson
"Slipper Jones"....Nick Cogley
Jules Fanchette...Tom Ricketts
Madame Fanchette...Lydia Knott
Bank President.....
.....William Orlamond
Angelico, his wife.....
.....Lydia Yeamans Titus

Author

CHARLES KENYON

Director

VICTOR SCHERTZINGER

Continuity

CHARLES KENYON

Assistant Director

WYATT BRUSTER

Cameraman

ERNEST MILLER

Art Director

CEDRIC GIBBONS



TOM MOORE in
"BEATING the GAME"
A GOLDWYN Picture
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Hazel Daly, who plays the feminine leading role with Tom Moore in "Beating the Game," has never been directed by any other director than her husband, until appearing in this Goldwyn comedy, coming to the Theatre, for days, commencing Oddly enough, Miss Daly's husband is Harry Beaumont, who directed Tom Moore in "Stop Thief!", in which she also played.

COUNTRY STORE IN "BEATING THE GAME"

People who entertain the idea that nearly everything is faked or camouflaged in motion pictures, should take a good look at the country store in "Beating the Game," a Goldwyn Picture, starring Tom Moore, coming to the Theatre for days, commencing

As Victor Schertzinger, director of the picture, explained:

"It would cost more to fake this stock, than to buy the real goods. You see, we have all the standard brands of canned stuffs, flours, rice, soaps, etc.,—even, as is generally seen in typical country stores,—a small line of hardware and dry goods."

The director picked up a rosy apple from a near-by barrel and munched it while directing a scene.

Many impromptu banquets are occasioned by the making of motion pictures, as, for instance in "Beating the Game," when Tom Moore did the county fair scenes in this Goldwyn comedy, coming to the Theatre, for days, commencing These scenes were "shot on location"—that is, at a truck loads of peanuts, pop corn, ice cream, pink lemonade, etc., were sent out for five days in succession before the company got to the place where they are used in the picture. Victor Schertzinger, director, turned the kiddies loose every evening at quitting time—and they made short work of the "eats."

It is astonishing how much attention to seemingly unimportant detail is given by screen actors in the matter of wardrobe and make-up. Lydia Knott, playing with Tom Moore, in the Goldwyn comedy, "Beating the Game," coming to the Theatre, for days, commencing spent fifteen minutes over the simple matter of choosing between two old-fashioned cameo brooches to wear in one scene. "This one is too expensive for her to wear (her, meaning the character she was portraying) and that one, though cheaper, photographs more like an expensive brooch than the other! I'll just wear the better one, because it looks more ordinary when photographed," said Miss Knott, who has a unique collection of queer old-fashioned garments, for which she would not take the price of a dozen imported gowns!

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